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Message Text

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14
ACTION NEA-10

INFO OCT-01 EB-07 ISO-00 /018 W
---------- 013313
P R 210945Z AUG 75
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4336
AMEMBASSY BEIRUT

UNCLAS DAMASCUS 3222

USDOC FOR JAMES MURRIN SAD/OIM/BIC AND PETER HALE CAGNE/OIM/BIC

BEIRUT FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, SY
SUBJECT: DAMASCUS INTERNATION FAIR - 1975 - END OF SHOW CABLE

1. TWENTY - SECOND DAMASCUS INTERNATIONAL FAIR.

2. DAMASCUS, SYRIA: JULY 25 - AUGUST 20, 1975.

3. TWENTY - SIX PARTICIPANTS.

4. 3,865,000 DOLLARS SOLD DURING EXHIBITION.

5. PROJECTED SALES SUBSEQUENT TWELVE MONTHS:
A) NTM ONLY: 5,985,000 DOLLARS;
B) OTM ONLY: 11,853,000 DOLLARS;
C) TOTAL COMBINED TWELVE MONTHS PROJECTION 17,838,999 DOLLARS.

6. THREE PARTICIPANTS SOUGHT EXREPS; TEN APPOINTED TWO PENDING.

7. NO PARTICIPANTS SOUGHT LICENSEES OR JOINT - VENTURES.

8. TOTAL ATTENDANCE EXCEEDED 1,750,000; TRADE VISITORS ESTIM-
ATED AT 1500.

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9. OUTSTANDING SUCCESS STORIES:

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A) DAVIS MANUFACTURING (NTM) APPOINTED 10 AGENTS IN ARAB COUNTRIES, SELLING 2,540,000 DOLLARS OFF THE FLOOR AND 4,8000,000 PROJECTED;
B) GENERAL MOTORS (OTM) SELLING 390,000 DOLLARS OFF THE FLOOR AND 6,000,000 PROJECTED;
C) CATERPILLAR TRACTOR (OTM) SELLING 90,000 DOLLARS OFF THE FLOOR AND 2,500,000 PROJECTED;
D) INGERSOLL RAND (OTM) SELLING 110,000 DOLLARS OFF THE FLOOR AND 1,000,000 PROJECTED;
E) JOHN DEERE (OTM) WITH 500,000 DOLLARS PROJECTED.

10. THE ABOVE FIGURES DO NOT INCLUDE SALES RESULTS FOR ESTRACORPOREAL WHO HAVE NOT SUBMITTED THIS DATA.

11. FIGURES CONSIDERED OF GREATEST SIGNIFICANCE ARE OFF THE FLOOR SALES AT 24.3 TIMES 1974 RESULTS, AND EXCELLENT PERFORMANCE BY NINE (NTM) COMPANIES.

12. VALUE OF EXHIBITED MATERIALS JUST UNDER 1,000,000 DOLLARS REPRESENTED BY 868 INDIVIDUAL ITEMS FOR CUSTOMS CONSIDERATION.

13. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:
A) BELL & HOWELL - U. S. PAVILION DID THEIR BEST IN EVERY POSSIBLE WAY TO MAKE THE EXHIBITION SUCC-ESSFUL AND WE DO APPRECIATE IT; THE STAFF IS TO BE COMPLIMENTED ON EXCELLENT ORGANIZATION;
B) CARRIER CORPORATION - WE BELIEVE THE EXHIBITION WILL RESULT IN OUR BEING ABLE TO APPOINT A DISTRIB-UTOR --- SERVED TO BRING OUR NAME TO THE ATTENTION OF NEW PROSPECTIVE CUSTOMERS;
C) J.I. CASE - EXTREMELY HAPPY WITH PAVILION SERVICE;
D) JOHN DEERE - THE FAIR WAS BETTER THAN 1974 - BETTER FACILITIES, BETTER PRESENTATIONS;
E) DUNHAM - BUSH - HAD A BUSY MONTH, MORE OFFERS THAN USUAL;
F) FRIGITRONICS OF CONN.- IN SPITE OF ALL OUR EFFORTS, USDOC, EMBASSY AND OURSELVES, IT IS DIFFICULT TO HANDLE BUSINESS DUE TO LOCAL CONDITIONS; LONG TERM
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OUTLOOK IS GOOD;
G) GENERAL MOTORS - THE U.S. OFFICIALS AND ESPEC-IALLY THE DIRECTOR OF THE U.S. PAVILION GAVE US ALL THE HELP AND OPPORTUNITIES TO CONTACT PEOPLE FROM GOVERNMENT AS WELL AS REGULAR PROSPECTS;
H) JOHNS MANVILLE - WE HAVE ACHIEVED GOOD PRODUCT EXPOSURE;
I) THE 3 M COMPANY - MAY I THANK YOU FOR THE EX-

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CEPTIONAL HELP YOU HAVE GIVEN US WHICH MADE OUR
RECEPTION EXTREMELY SUCCESSFUL - MUCH MORE THAN
WE ANTICIPATED. OUR OBJECTIVES WERE ACHIEVED;
J) OTIS ELEVATOR - MADE SERIOUS CONTACTS WITH GOV-
ERNMENT ENGINEERS;
K) PHILIPS PETROLEUM - THERE WERE MANY INQUIRIES
FROM AGENTS AND DISTRIBUTORS;
L) TAPPAN - I AM PLEASED WITH THE MANAGEMENT OF THE
PAVILION BECAUSE ALL OF OUR REQUESTS WERE SATIS-
FIED EASILY AND RAPIDLY;
M) VERIFLO - THE SHOW WAS EXCELLENT. THE BOOTH SET-
UP WAS GOOD.

14. U.S.I.S. PRESENTED AN ATTRACTIVE DISPLAY - FRONTIER
WEST - WHICH WAS A CONTINUING SOURCE OF GREAT
INTEREST TO THE VAST GENERAL PUBLIC. THE SELECTION
OF EXHIBITION MATERIALS WAS EXCELLENT AND GAVE A
COMPLETE PICTURE OF LIFE IN THE 1890'S.

15. U.S.A.I.D. ALSO OFFERED AN INTERESTING PRESENTATION
CAPTIONED LET'S SHARE OUR KNOWLEDGE AND EXPERIENCE.
THE ILLUMINATED DISPLAY TOLD THE STORY OF USAID
ACTIVITY IN GENERAL AND OFFERED VISITORS A CHANCE
TO LOOK AT A NUMBER OF SAMPLE PUBLICATIONS PREPARED
BY THAT PROGRAM.

16. EMBASSY DAMASCUS PROVIDED UNSTINTING SUPPORT BOTH
PRIOR TO AND DURING THE EVENT. IT WAS OF THAT SAME
HIGH LEVEL WE HAVE BECOME ACCUSTOMED TO EXPECT
AND WAS GREATLY APPRECIATED. AMBASSADOR MURPHY MADE
NUMEROUS VISITS TO THE U.S. PAVILION AND HELD
CONSTRUCTIVE DISCUSSIONS WITH ALL EXHIBITORS.

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17. RTDO - BEIRUT PLAYED ITS CUSTOMARY ACTIVE ROLE IN
SPEARHEADING THE PROCUREMENT EFFORT. THIS WAS AC-
COMMPLISHED UNDER SEVERELY TRYING CONDPPIONS AND
THEY ALSO PROVIDED VALUABLE LOGIISTICAL SUPPORT.

18. THE EVENT SHOULD BE CONSIDERED AS HIGHLY SUCCESS-
FUL IN ALL RESPECTS.
MURPHY

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NNN

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